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**OCTOBER 1976**

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# Wisconsin Architect

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### THIS ISSUE . . .

As you've noticed, this is the annual new products issue of the Wisconsin Architect. It is a good time to take another good look at the ads as many feature new products or services. The Editorial Advisory Board would also like to remind you that you can make a substantial contribution to the WSA and its magazine simply by mentioning to the advertisers with whom you have contact, that you saw his ad in the Wisconsin Architect.

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## ARCHITECTURE WEEK

The week of October 17-22, 1976 has been proclaimed ARCHITECTURE WEEK by Governor Patrick J. Lucey. The four Chapters of the Wisconsin Society of Architects are recognizing the week with a variety of activities including a Forum, tours, special Chapter meetings, receptions, openhouses, awareness program, displays and film showings. If you have not scheduled an open house or client reception, you may wish to do so and take advantage of the state wide coverage. In the Southeast Chapter, a series of events around the theme, "What's Happening In Your Community" are planned. Many activities will be held in the atrium of The Shops on Jefferson, 770 N. Jefferson Street, Milwaukee, and a major event to be held at the Pabst Theater in Milwaukee. On Tuesday, October 19 at 4:00 P.M. there will be a forum entitled "Resources and Development Potentials For Milwaukee". This program is being co-sponsored by the Milwaukee Redevelopment Corporation, UWM/School of Architecture and Urban Planning, and the Southeast Wisconsin Chapter/AIA and will feature nationally known economists, developers and community leaders, the latter includes Gov. Patrick J. Lucey and Mayor Henry W. Maier. Immediately following the presentation a Reception for Architecture Week will be held in the atrium of The Shops On Jefferson. The charge to members for the reception is \$4.50. Free beer and pretzels will be served at the atrium noontime forums. WSA members are invited to all Southeast Chapter activities.

The Southwest and Northeast Chapters have scheduled special membership meetings during Architecture Week along with individual firms scheduling open house.

## ARCHITECTURE WEEK PARTICIPANTS

Americology  
Heritage, Inc.  
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M.A.T.C. Architectural Department  
M.S.O.E. Architectural Department  
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Milwaukee City Planning Department  
Milwaukee County Planning Department  
Racine City Planning Department  
Mayor's Beautification Committee  
Pabst Theater

Racine County Planning Commission  
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Waukesha City Planning Commission  
Wauwatosa City Planning Association  
Milwaukee Landmark's Commission  
AIA Honor Awards  
Watertown Landmark Trust  
Metropolitan Milwaukee Association  
of Commerce

## SCHEDULE OF EVENTS SOUTHEAST CHAPTER

### Monday, October 18, 1976

10:00 A.M. - 6:00 P.M. Set-up of Displays — The Shops of Jefferson, 770 N. Jefferson St., Milwaukee, Wis. 53202

### Tuesday, October 19, 1976

10:00 A.M. - 6:00 P.M. Displays open to the public (no charge)

12:00 - 1:00 P.M. Forum — Mr. Frank Hedgecock, Waukesha City Planning Commission, The Shops On Jefferson (atrium) (no charge)

2:00 P.M. - 4:00 P.M. Films — "Conversations With An Architect", "Downtowns For People", The Shops On Jefferson (atrium) (no charge)

4:00 P.M. Forum — "Resources and Development Potentials For Milwaukee", Pabst Theater (no charge)



Following The Forum Reception For Architecture Week, The Shops  
On Jefferson (atrium) ( For invited guests)

**Wednesday, October 20, 1976**

10:00 A.M. - 6:00 P.M. Displays open to the public (no charge)

11:00 A.M. - 12:00 Walking tour of downtown Waukesha (High  
School Students)

11:00 A.M. Guided tour of the Pabst Theater (no charge)

12:00 - 1:00 P.M. Forum — Wauwatosa City Planning Depart-  
ment, The Shops On Jefferson (no charge)

1:00 P.M. - 2:30 P.M. Walking tour of downtown Milwaukee and  
downtown Waukesha (High School Students)

2:00 P.M. - 4:00 P.M. Films — "Conversations With An Architect"  
"Downtowns For People", The Shops On  
Jefferson (no charge)

**Thursday, October 21, 1976**

10:00 A.M. - 6:00 P.M. Displays open to the public (no charge)

11:00 A.M. Guided tour of the First Wisconsin Center  
(no charge)

12:00 - 1:00 P.M. Forum - Mr. Bruce Kriviskey, Historic Walkers  
Point, "Neighborhood Conservation", The  
Shops On Jefferson (no charge)

2:00 P.M. Guided tour of the Pabst Theater (no charge)

2:00 P.M. - 4:00 P.M. Films — "Conversations With An Architect",  
"Downtowns For People", The Shops On  
Jefferson (no charge)

**Friday, October 22, 1976**

10:00 A.M. - 6:00 P.M. Displays open to the public (no charge)

12:00 - 1:00 P.M. Forum — Work of Mayor's Lake Front Task  
Force, Mr. James McCarville and Professor  
Jeffrey Ollswang - UW, The Shops On Jef-  
ferson (no charge)

2:00 P.M. Guided Tour of First Wisconsin Center  
(no charge)

2:00 P.M. - 6:00 P.M. Disassemble Displays

Free beer and pretzels will be served at the noon forums.



**ARE  
YOU  
ADAPTING  
TO  
THE  
CHANGING  
ROLE  
OF  
THE  
ARCHITECT?**

The image of the architect is changing! The public, after years of stereotyping the architect as that person who is mostly a dreaming artist, has come to recognize that the profession of architecture is changing with the times. The profession of architecture, like most institutions, is really a reflection of the society in which it exists. Today's rapidly changing social structure is being echoed in the structure and role of the profession of architecture.

These are reflected throughout the entire gamut of architectural services. From the type of clients being served to the relationship of the architect and construction industry, which produces the finished product of the architect's efforts.

What are some of the most significant changes taking place within the architectural profession? Probably the most important aspect is the over-all approach the architect is taking to produce responsive, viable, and economical products for his clients; products that meet the real needs of his clients and the society which they are meant to serve. The architect still searches for the creative solution, but today the term "creative" has taken on new meaning. It stands for creative answers to the economic, social, and environmental problems as well as the esthetic concerns of a client's product. The architectural profession's approach to creative problem solving must now take into consideration the following:

**User Participation and Consumer Acceptance.**

Today, many buildings are being designed only after extensive participation in the defining of user needs by a group of individuals who will be using the facility. This process of obtaining suggestions and comments from potential users provides the architect with criteria that enable him to produce a better and more creative product, a product which will truly serve the people it was designed for. Although this process may take a larger commitment of time and money, many clients are responding to this need.

**Environmental Concerns.**

Society's response to the problems of limited resources and conservation of those resources is greatly affecting the architectural profession and is being reflected more and more in the building solutions. The public concerns are reflected in the progressive client demands for more effective solutions to this growing awareness for our environment.

**Energy.**

Along with environmental concerns, our recent realization that we are facing a severe shortage of energy has led to dramatic changes in the architect's approach to the design and process of construction of our buildings.



### **Life Cycle Costs.**

Now as never before, the projected costs of maintaining and operating a building throughout the life of that structure are being carefully considered. Many public agencies recognize the importance of these considerations and require that they be taken into account. This process has forced the architects to integrate these concerns into his solutions.

### **New Technologies.**

Rising product costs, the high cost of labor, and energy concerns are producing a greater variety of new materials and methods which must be assimilated and utilized in today's buildings. The architect must constantly update his awareness of new items and evaluate their worth for incorporation into his projects.

### **Codes and Regulations.**

Changing demands by society are producing dramatic increases and changes in building and safety codes and regulations. A working knowledge of this vast area of information is a necessity for the architect. This protects not only the public, but it greatly affects the architect and his client liability.

### **Legal Liabilities.**

Although most of the recent publicity over professional liability has been focused on the medical profession, the architectural profession has been greatly affected by the changes in the area of liability. Now as never before, the emphasis is on competency in all areas of building and design expertise.

### **Professional Processes.**

Costs, materials, and increased complexity of design to meet the user's needs has altered the working process of the architect. The "team" approach to design has become a definite reality. The architect must integrate many specialists and consultants in areas such as planning, engineering of systems, energy, and environment; not to mention construction considerations of cost management, construction management, etc.

### **Financing.**

With all these other concerns, of equal importance to today's clients is the projects financial well being. Architects no longer design buildings for a small segment of society where costs are of no concern. Clients today demand that an architect understand the situation and long term financing, and how time and design affect the whole area of finance.



What does this all mean? To the public and the client, it means that now as never before it pays to involve architects in the design and construction process. Good architectural design is an investment and not an expense. It is a fact that this initial investment saves considerable economic and other costs through the life of the building. Studies have shown that costs allocated for design are a very small portion of the initial investment a client makes in a building; yet the quality of that design will significantly determine the value of the total investment over the life of the structure.

For maybe the first time, public officials and successful businessmen are coming to understand that good, competent design from a professional architect is good business and beneficial to society.

*Thanks To "Iowa Architect"*

### **Introduction: The Use and Non-Use of Programming Information**

During the Spring of 1976 we examined the subject of research-information and its utilization in architectural offices. Exploratory readings and several interviews with architects yielded the following preliminary observations:

- \* There is a tendency among designers to operate from a minimal information base when a programming item is further away from criticality and/or potential liability.
- \* This omission, often dictated by the harsh realities of projects' economical and time constraints, could result in lesser quality and lower responsiveness to those "lower priority" programming items.
- \* Most often, these "lower priority" items were the "softer" aspects of programming, the user-oriented and behavioral aspects of man-environment relations.

These observations have prompted our modest inquiry into the local professional scene and the ways information — the key to a successful design programming — is being utilized. Specifically, our main questions were: what kinds of information are being sought — and valued as important — by designers? where does this information come from, and how? and last but not least, we searched for some indications of areas in which architectural schools might potentially function as an information resource for the profession.

### **Procedure:**

To answer the previous questions we mailed a questionnaire to selected offices in the midwest. Similar questionnaires were also distributed in the 1976 Wisconsin AIA convention. About 50 questionnaires were returned.

The questionnaires' data were supplemented by responses from the preliminary interviews and several follow-up telephone interviews with architects in Wisconsin.



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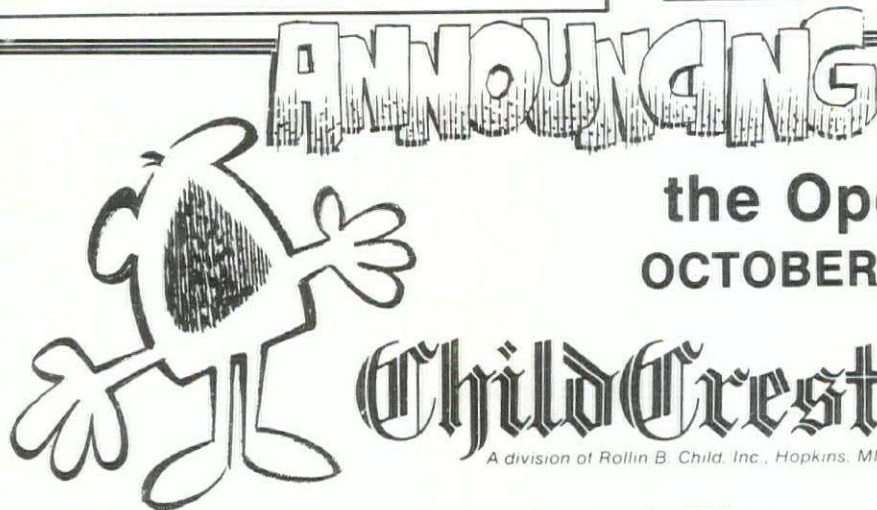
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The questionnaire was divided into three parts: the first dealt with the respondent's characteristics; the second with information needs and information sources; the third part dealt with questions regarding information availability, reasons for information use and non-use, and architects' preferred format for receiving information.

Respondents included practitioners from small offices (1 to 10 professionals — 45%); medium (11 to 50 — 37%); and large 51+ — 17%). Predominant project types, as well as diversity also varied among offices.

\* Our first finding was (contrary to our prior assumption) that there were no significant differences in responses due to variability in both office size or project types.

**Other highlights of the findings** (due to space limitations only selected items are discussed here)

\* Rating information needs and sources: items selected for the two categories — **information needs** and **information sources** — are described below. These items were used consistently throughout the questionnaire.

| <div>Areas of Information Needs</div> <div>Information Sources</div> | Activities, Processes & Functions of Bldg. |             |             |             |             |             |             |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|
|  | Building Components                        |             |             |             |             |             |             |
|  | Appearance & Form                          |             |             |             |             |             |             |
|  | Users' Needs                               |             |             |             |             |             |             |
|  | Construction & Structure                   |             |             |             |             |             |             |
|  | Zoning & Codes                             |             |             |             |             |             | Site        |
| Legal Codes & Regulations  | <div></div>                                | <div></div> |             |             | <div></div> | <div></div> | <div></div> |
| Clients' Information   | <div></div>                                | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Firms' Project History File  | <div></div>                                | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Communication w/Colleagues   | <div></div>                                | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Designer's Personal Experience                                       | <div></div>                                | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Literature: Building Types   | <div></div>                                | <div></div> | <div></div> | <div></div> | <div></div> |             | <div></div> |
| Architectural Periodicals  | <div></div>                                | <div></div> | <div></div> | <div></div> | <div></div> |             |             |
| In-House Research  | <div></div>                                | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Professional Consultants   | <div></div>                                | <div></div> |             | <div></div> | <div></div> | <div></div> | <div></div> |
| Mfgr's. Product Information  | <div></div>                                | <div></div> |             |             | <div></div> |             |             |
| Industry Standards   | <div></div>                                | <div></div> |             | <div></div> | <div></div> |             |             |


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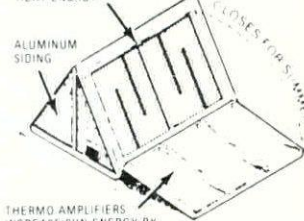
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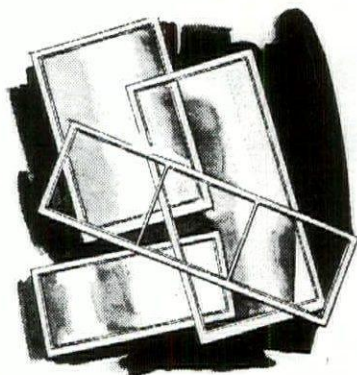
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Figure 1 represents a composite summary of several questions regarding **frequency of use** of information sources, **rate of need** of information in specific areas, and what **sources** were usually used for which **informational needs**. By relating frequencies to ratings, a relative value was obtained to indicate the "intensity" of the relationship.

\* The matrix, as well as findings from interviews, suggest that architects see themselves as a major source of information in all information areas, followed by clients' information as the second most important sources.

\* Areas with the most frequent need for additional information were identified as "activities, processes and functions of buildings", followed by "users' needs".

\* Another finding, whether justified or not, was the self-confident response from 11% of the respondents that normally in their projects they have all the required information, without any need for further search or research.

However, many respondents felt that there were specific information-areas in which they could not get all the needed information:

| Categories of Hard-to-Get Information | # of Res. | %    |
|---------------------------------------|-----------|------|
| User needs                            | 17        | 36.2 |
| Activities & Functions of Buildings   | 16        | 34.0 |
| Zoning and Codes                      | 7         | 14.9 |
| Site                                  | 4         | 8.5  |
| Construction & Structure              | 4         | 8.5  |
| Building Components                   | 1         | 2.1  |
| Appearance & Form                     | 1         | 2.1  |
| No Response                           | 18        | 38.3 |

\* As for why information is not (easily) obtained, the respondents noted the following reasons:

| Reasons Why Information is Not Obtainable   | # of Res. | %    |
|---|-----------|------|
| Access to Sources Too Costly                | 11        | 23.4 |
| Search Too Time Consuming                   | 11        | 23.4 |
| Information Usually Too General             | 8         | 17.0 |
| Information Available but Not Translateable | 7         | 14.9 |
| Information Not Available                   | 6         | 12.8 |
| Sources Not Accessible                      | 6         | 12.8 |
| Don't Know What Exists                      | 5         | 10.6 |
| No Response                                 | 16        | 34.0 |



As predicted, cost and time were identified as significant factors to information non-use. Yet, it seems that other factors are also significant contributors to the problem. These factors have to do with accessibility, format and source selection, issues that are certainly a subject for possible improvement.

\* Formal in-house research (testing, generating own information, etc.) ranked very low among practitioners.

\* Interviews revealed, however, that some "soft" research (that is not part of the formal, budgeted design process) is done informally by motivated junior members of firms, most often on their own free time.

\* The use of architectural periodicals seem to be one of the least preferred sources for programming information.

This finding was contrary to our assumption that magazines would be overrated.

### Communication of "Soft" Programming Information To The Architect:

\* In response to the question: "Assume that you had a housing project for the elderly and you needed additional behavioral information (e.g., social-psychological factors of aging and their implications for design). How would you prefer to get this information, considering the variable cost involved?"

The order of preferences was as follows:

| Format of Communication                   | Responses | %    |
|---|-----------|------|
| Collection of 5-10 brief articles         | 30        | 63.8 |
| Reference to a model-project              | 27        | 57.4 |
| Reference list of relevant readings       | 18        | 38.3 |
| One hour of consultant time               | 17        | 36.2 |
| Design guides and lists of "things to do" | 12        | 25.5 |

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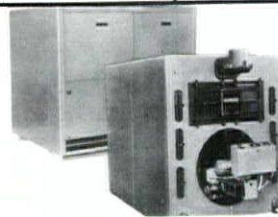
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These findings, as well as those pertaining to information non-use, suggest a definite role for schools and students of architecture in research and service for the profession. An inexpensive and accessible operation school-based could provide at least the first three modes of communication on the above list, as a response for many practitioners' topical questions.

#### **Final Note:**

It should be noted that these findings suffer from some limitations, since they are based on a small sample of limited geographical distribution. However, we believe that many of these findings may be fairly universal, with few notable exceptions.

If this claim could be verified, then our conclusions might provide some basis for thought and action by both practitioners, researchers, and students of architecture, for further improvement of design procedures and their outcome.

*Uriel Cohen\*, John Hetzer, Ron Janiuk, and Gulder Tascioglu\*\**

\* Assistant Professor of Architecture; \*\* Graduate students at the School of Architecture and Urban Planning, University of Wisconsin. Complete project report and related data is available from Uriel Cohen, SARUP, UWM, Milwaukee 53201.

#### **REPORT ON AIA CONTINUING EDUCATION ADVISORY COUNCIL MEETING: BOB BECKLEY, AIA, REGIONAL REPRESENTATIVE**

The following notes summarize the highlights of the discussion and recommendations of the National AIA Continuing Education Advisory Council. The notes are organized around major topics covered during the three day period with major emphasis on those issues which relate to the region.



#### **Professional Development Program**

The most significant action taken at the meeting was a re-affirmation by the committee of its recommendation to the Board of the AIA that members of the Institute be made accountable for maintaining a personal program of professional development. The advisory council unanimously adopted a position recommending a three year trial program to set up a procedure for recording and evaluating the professional development activity of the membership. The Council was about equally split on the issue of whether or not such a program should be recommended as being mandatory immediately or be considered a trial only at this time. There were many arguments made to support the AIA's formal adoption of a professional development program but most center on the Institute's responsibility to maintain high standards for the profession. Issues related to licensing and recertification currently being undertaken by many states at this time suggest that a strong position by the AIA in support of a professional development program could contribute greatly to the viability of the profession in the eyes of the legislators, licensing boards, and the public at large.




# WISCONSIN ARCHITECT REMINDERS

OCTOBER  
NOVEMBER  
DECEMBER

| SUNDAY  | MONDAY  | TUESDAY  | WEDNESDAY   | THURSDAY  | FRIDAY  | SATURDAY  |
|---|---|--|---|---|---|---|
| <b>OCTOBER</b><br><b>17</b><br>Architecture Week<br>Oct. 17-22<br>Displays In Shops<br>On Jefferson<br>All Week | <b>18</b><br>Northeast Chapter<br>Meeting<br>Green Bay        | <b>19</b><br>12 P.M. Forum<br>Mr. Frank Hedgecock<br>Waukesha City<br>Planning Commission<br>Shops on Jefferson<br>4:00 Forum<br>Resources and<br>Development<br>Potentials —<br>Pabst Theater | <b>20</b><br>12:00 Forum<br>Wauwatosa City<br>Planning Department<br>Shops on Jefferson | <b>21</b><br>12:00 Forum<br>Mr. Bruce Kriviskey<br>Neighborhood<br>Conservation<br>Shops on Jefferson<br>Southwest Chapter<br>Meeting Middleton | <b>22</b>   | <b>23</b>   |
| <b>24</b>   | <b>25</b>   | <b>26</b>  | <b>27</b>   | <b>28</b>   | <b>29</b>   | <b>30</b><br>DEADLINE<br>House & Home<br>Awards<br>Registration                                 |
| <b>31</b>   | <b>1</b><br>DEADLINE<br>AIA Fellow<br>Nominations<br>NOVEMBER | <b>2</b><br>Construction<br>Management<br>For Smaller Projects<br>UW-Extension<br>Madison<br>ELECTION DAY  | <b>3</b>  | <b>4</b><br>Construction<br>Contracts and<br>Specifications<br>UW-Extension<br>Madison  | <b>5</b><br>Architectural<br>Refresher For<br>Professional Exam<br>UW-M/Sarup   | <b>6</b><br> |
| <b>7</b>  | <b>8</b>  | <b>9</b>   | <b>10</b><br>Northwest Chapter<br>Meeting<br>Eau Claire                                 | <b>11</b><br>WSA Executive<br>Committee<br>Meeting — Eau Claire<br>Design Development<br>In Architecture<br>UW-Extension                        | <b>12</b><br>St. Paul Competition<br>Question Period<br>Ends<br> | <b>13</b>   |



|    |    |   |  |   |  |  |  |   |
|----|----|---|--|---|--|--|--|---|
|    |    | Entry Deadline - CRSI<br>Design Awards<br>8:30 ALVAR AALTO<br>Lecture No. 1<br>By Wm. Miller AIA<br>WU-M/Sarup<br>Northeast Chapter<br>Meeting - Appleton | 8:30 ALVAR AALTO<br>Lecture No. 2<br>By Wm. Miller AIA<br>UW-M/Sarup |   |  | Painting And<br>Decorating<br>Spec. Conference<br>UW-M/Sarup<br>Red Carpet |  |   |
| 21 | 22 |   | 23   | 24  | 25   | 26   | 27   |   |
| 28 | 29 |   | 30   | <b>DECEMBER</b><br>1 Wood-Base<br>Panel Products<br>Conference<br>UW-Extension<br>Madison |  | 2  | 3  | 4 |
| 5  | 6  |   | 7  | 8   | 9  | 10   | 11   |   |
| 12 | 13 |   | 14   | 15  | 16   | 17   | 18   |   |
|    |    |   |  |   | WSA Executive<br>Committee<br>Meeting —<br>Milwaukee | St. Paul Competition<br>Stage 1 Entries<br>Due                             |  |   |





## **Armco Steel Joists. From Riopelle.**

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Learn all the advantages of using Armco Steel Joists by contacting the Armco Joist supplier in your area, Riopelle Engineering Sales, Inc., 8817 West Lynx Avenue, Milwaukee, Wisconsin 53225, or write the manufacturer, Armco Steel Corporation, 7000 Roberts Street, Kansas City, Missouri 64125.





## Continuing Education Program

Use of program materials developed by the AIA is mixed with some regions making very active use of materials and others none. Local Societies and Chapters will be urged to incorporate continuing education programs into their yearly programming activities. California and Massachusetts are currently conducting a Needs Survey of their membership to help determine future continuing education offerings. (A portion of the California survey is attached. If you would like to see the entire California Needs Assessment Survey let me know and I will make a copy for you.)

## Task Force On Recertification

The issue of recertification is at the heart of the generally felt need to formalize professional development programs. The Task Force has been developing a position on recertification to assist local Associations and Chapters with approaches to local problems of recertification. There was a great deal of interest in the report of the Continuing Education Committee of the Wisconsin Society prepared by Len Widen and Len Reinke and which I presented to the Council. Their report and recommendations are generally in line with the thinking and recommendations of the Task Force. In brief, the Task Force recommended that recertification needs to be concerned with (a) content, (b) proficiency, (c) setting (i.e., the type of professional development, practice, continuing education course, etc.) and (d) measures. The content areas identified by the Task Force were environmental analysis, architectural practice, design, technology, contract administration and architectural management. (These categories are from the NCARB matrix.) Accepted measures which they noted are CEU's (Continuing Education Units) presently given by many formal continuing education institutions. One CEU is given for every 10 contact hours. A PDU (Professional Development Unit), one unit for every 10 contact hours, was suggested as a measure for other kinds of professional development. They are considering the accumulation of 12 CEU's and/or PDU's (120 contact hours) over a three year period as a minimal level of professional development. (Only 3 of these 12 units could be earned through professional practice.) **The recommendations of the Task Force are only tentative and have received no formal review.** An associated question related to both recertification and professional development is the need to keep a formal or certified record of this activity. While the issue was discussed no consensus was reached on an approach to such record keeping.

## MBA Degree (Master of Business Administration) With Florida Atlantic University (FAU)

The AIA staff has been working with FAU to develop a special MBA program for architects. The proposed program would be offered over a three year period. Five weeks each year in blocks of three and two weeks would be spent on site using the facilities of Atlantic University. A number of questions were raised concerning the program even though the consensus was the program concept had merit. Primary questions centered around:



- a. The implication of the AIA's "endorsement" or implied sponsorship of a degree program.
- b. The question of the viability of a degree from a non-accredited program. (FAU is currently seeking accreditation for their professional MBA programs.)
- c. The lack of discussion of the program with the ACSA (Association of Collegiate Schools of Architecture).

The staff was requested to further pursue these issues and report back to the Advisory Council concerning their resolution.

### **IDP — Intern Development Program**

Three states, New Jersey, Texas and Colorado, are serving as test states for the professional intern program. AIA Continuing Education Program material is being supplied to participants for their use and evaluation. (The intern program is an attempt to formalize the professional experience which is required of individuals before they take the professional exam.)

### **A New One: The Sunset Law (Brought to you from the State of Colorado)**

Other states also have their legislative woes. Colorado's recently passed SUNSET LAW eliminates **all** licensing boards within the State **unless** they can prove their necessity. The Landscape Architects had three weeks to prepare their case and lost. The Architects have three years and hope to do better.

### **Footnote**

The work of the WSA Continuing Education Committee was very well received and a number of people requested copies of the report for review by their region. The report may be quite influential nationally and the two Lens (Widen and Reinke) deserve some plaudits for their hard work and comprehensive approach to one of the most difficult issues facing the entire profession.

### **RESIDENTIAL AWARDS PROGRAM**

The "1977 Homes For Better Living Awards" program recently was announced. It is sponsored by the American Institute of Architects and the editor of **House and Home Magazine**. Any house or apartment building in the United States or its possession built since January 1, 1974 and designed by a Registered Architect is eligible. Entries may be submitted by an architect, builder, developer or owner. Deadline for entry is October 30, 1976. Contact Department HFBL, House and Home, McGraw-Hill 41st Floor, 1221 Avenue of the Americas, New York, N.Y. 20020.





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**NATIONAL TRUST  
LAUNCHES  
MAIN STREET  
PROJECT**

The National Trust for Historic Preservation will deliver a new program of assistance to Midwest towns planning to revitalize their older business districts. A competition to be held in January, 1977 will select three "National Trust Main Street Towns". The Trust's project team will work intensively with these communities to develop practical, achievable programs of economic and architectural revitalization. A year of intensive activity in the demonstration towns will be followed by several years of monitoring as well as national attention.

Chambers of Commerce or businessmen's groups may apply to the program for towns with architectural character in the 5,000-65,000 population range from the following midwestern states: Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, North Dakota, Ohio, South Dakota and Wisconsin.

Since National Trust Main Street Towns will become models for thousands of towns planning to revitalize their central business districts, they must demonstrate strong commitment to implementing

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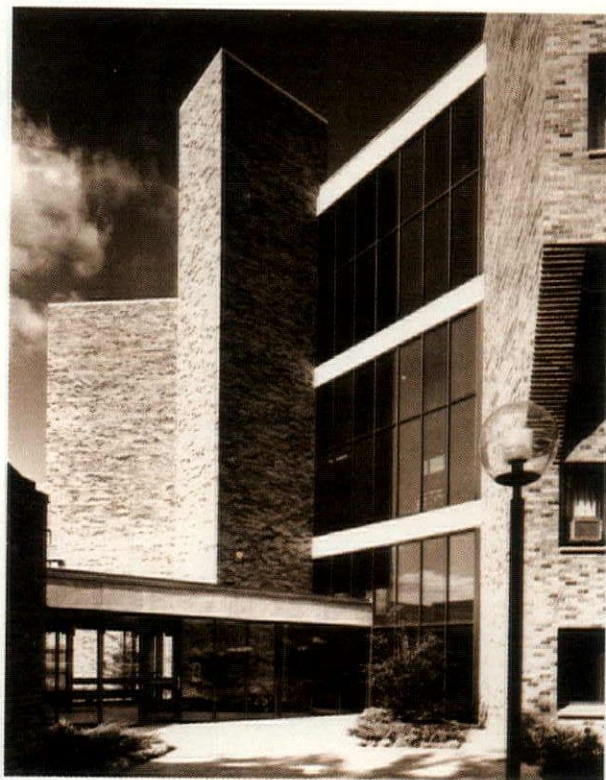
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**HUD  
HOUSING  
MILWAUKEE**

recommended strategies. To assure this commitment, the towns selected will be required to assume one-third — estimated to be \$10,000 — of the total cost of the teams' involvement in their community.


The Main Street project team will also produce a handbook and film on the subject and conduct a series of workshops co-sponsored by the U.S. Chamber of Commerce.

For further information and application forms, contact: Robert B. Carter, Main Street Project, National Trust for Historic Preservation, Midwest Office, 407 S. Dearborn St., Suite 710, Chicago, IL 60605. Completed applications must be received by January 3, 1977.

Rent limits have increased for the Housing Authority of the city of Milwaukee Rent Assistance Program, Department of City Development Commissioner William Ryan Drew announced today.

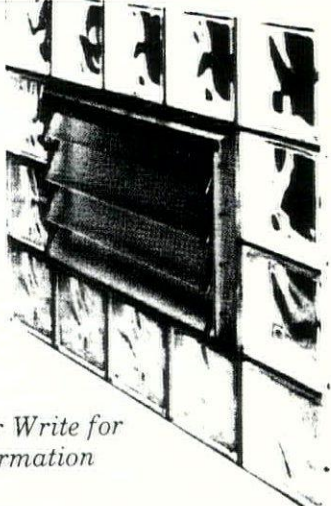
The increase was granted by the Federal Department of Housing and Urban Development (HUD). The Housing Authority had appealed last April to HUD to raise the rent limits in order that maximum rents allowed by the Rent Assistance Program would be in line with conventional rents being charged in Milwaukee.

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The new rent limits including utility costs are:

|                              | 1<br>Bedroom | 2<br>Bedroom | 3<br>Bedroom | 4 Or More<br>Bedrooms |
|------------------------------|--------------|--------------|--------------|-----------------------|
| Building Without<br>Elevator | \$181        | \$214        | \$247        | \$280                 |
| Building With<br>Elevator    | \$199        | \$236        | \$272        | \$308                 |

Owners who want to know more about the Rent Assistance Program should contact the Rent Assistance Program Office, 734 N. 9th Street, Milwaukee, 278-2180.

#### **CRSI DESIGN AWARD JURY NAMED**

Concrete Reinforcing Steel Institute has announced the members of the 1976 CRSI Design Awards Jury. They are:

Jury Chairman: Louis deMoll, FAIA, 1976 National President of The American Institute of Architects, Washington, D.C.

Panelists: William W. Caudill, FAIA, Caudill Rowlett Scott, Houston, Texas; Professor Ralph Rapson, FAIA, School of Architecture & Landscape Architecture, University of Minnesota, Minneapolis, Minnesota; Joseph Esherick, FAIA, Esherick Homsey Dodge and Davis, San Francisco, California; Dr. Fazlur Khan, FASCE, Skidmore, Owings & Merrill, Chicago, Illinois.

**Judging will take place after the deadline for entries, which is November 15, 1976.**

The CRSI Design Awards honor creative design achievements utilizing cast-in-place concrete in which conventional reinforcing bars are the predominant reinforcement. Entries will be judged on the basis of esthetic expression, engineering achievement, functional excellence, and economy.

No entry form is required. For the rules of the 1976 CRSI Design Awards Program, write:

Victor A. Walther, Jr.  
Director of Marketing  
Concrete Reinforcing Steel Institute  
180 North LaSalle Street  
Chicago, Illinois 60601

#### **EXECUTIVE COMMITTEE COMMENTS**

Treasurer Hipp reported to the Directors that the financial conditions of the Society and the Wisconsin Architect were stable compared to last year. He noted that the excellent backing from the advertisers from the magazine makes it possible for the magazine to repay the loan made by the Society two years ago. The Wisconsin Architect Board will act on this matter . . . Dave Lawson, Chairman of the Legislative Committee, reported that WSA Legislative efforts in 1977 would center on the following: Registration and Renewal; Energy Conservation; Consolida-



tion and the Plumbing Code in the Department of Industry and Human Relations; Frivolous Lawsuits; Competitive Bidding and Design Build. Lawson also indicated that the Bureau of Facilities Management is studying Design-Build options for a possible new state office building . . . President Blake urged the membership to vote this November in the National elections giving consideration to those legislators and Congressmen who have supported AIA and WSA positions . . . John Simonitsch, Chairman of the Office Relocation Task Force, reported to the Executive Committee. The Executive Committee gave the Task Force approval to move ahead in the negotiations with the property located at 610 N. Jackson Street in Milwaukee. The proposed site would reduce rental and in turn release additional monies for programs . . . The updated version of the booklet on Historic Wisconsin originally published by WSA in 1960 is to be republished and available in November . . . Bob Torkelson, President of the Southwest Chapter, announced the resignation of John Bruni as Vice-President of the Chapter and member of the Executive Committee.

## **MEMBERS INVITED**

The Executive Committee meetings of the Wisconsin Society of Architects are open to all members. They are held monthly at different locations around the state taking turns in each Chapter territory. The three remaining meetings are scheduled for Olympia Princess Resort in Oconomowoc October 15; Eau Claire Hilton Hotel in Eau Claire on November 10 and the Villa Terrace in Milwaukee on December 9. The meetings start at 10:00 A.M. and continue until 4:00 P.M. If you have a particular concern, report or problem you wish to bring to the attention of the Executive Committee please call or write the President, Richard P. Blake, AIA or Alan J. Carlson, Executive Director for a time on the agenda. Also please contact them if you will be joining the Executive Committee for lunch so that a place may be reserved. If the Executive Committee is meeting in your community and you have no particular concern but would like to join in the fellowship with your peers at lunch time, you are certainly welcome to do so. Again, let us know you are coming.

## **NOTICE OF WSA ELECTIONS**

As a reminder, we are reprinting from the Wisconsin Society of Architects Bylaws Article 9 Section 6 concerning elections of Directors to the State Executive Committee. As you will recall this is a change in procedure that was approved at the 1975 Annual meeting of the Society. Note paragraphs A and C. Directors may be nominated by the nominating committee of the Executive Committee or by five or more Corporate members of this Society.

### **Section 6. Election of Directors**

(a) The Executive Committee at its October meeting shall select a nominating committee consisting of one member from each Society Chapter who is not a member of the Executive Committee. It shall be the duty of this committee to nominate at least one candidate from each Society Chapter for each office of Director-at-Large.



(b) In addition to members who serve at large, by January 1, each Society Chapter shall elect a Vice-President/President-Elect resident in the territory of the Society Chapter, to serve as a member of the Executive Committee. The Vice-President/President-Elect shall serve for a period of two years as a Director on the Executive Committee during his term as Chapter President and Vice-President/President-Elect.

(c) At any time before November 15, nominations for Directors-at-Large may be submitted to the Secretary of this Society by any five or more Corporate members of this Society whose signature must be appended to such nominations.

(d) Not more than ten days after December 1, the Secretary shall mail to each Corporate member of this Society an official ballot, a plain white opaque envelope and a ballot envelope. There shall be printed on the ballot the statement "Official ballot of the Wisconsin Society of The American Institute of Architects", the date of the election and directions for voting and returning the ballots. The ballot shall contain names of the nominees for Director-at-Large, arranged alphabetically and blank spaces in which may be written the names of any additional nominees. There shall be printed on the ballot instructions to vote for the number of candidates for Directors-at-Large provided for in these Bylaws.

(e) After marking his ballot, the Corporate member shall place the ballot in the plain white opaque envelope which shall be sealed and placed in the ballot envelope. The ballot envelope in which the plain white envelope shall be placed shall have the proper name and address at which the envelope will be received, the statement "Official Voting Envelope Containing Ballot Only" and place for the signature of the Corporate member voting. To be acceptable, a ballot must be delivered to the Secretary of this Society at any time prior to the date announced on official ballot.

(f) The Secretary shall check the signatures of all ballot envelopes received as to the right of suffrage of the voter and shall deliver the envelopes unopened to the Society Office on or before December 30, with a report on every ballot cast by a member not entitled to vote thereon.

(g) Should a Society Chapter fail to elect the necessary Chapter Directors by January 1, it shall then be the duty of the Executive Committee to appoint members pro-tem to serve until said Chapter acts.

#### **WAF SCHOLARSHIP AWARDS**

Frank C. Shattuck, President of the Wisconsin Architect Foundation, announced scholarship grants amounting to \$3,000.00 to the University of Wisconsin Milwaukee School of Architecture and Urban Planning. The gift represents contributions to the WAF and earnings on investments. In his letter of thanks Chancellor Werner A. Baum stated, "it is most gratifying to realize that during the comparatively short time which has lapsed since our school of architecture was accredited, it has earned the confidence of its professional peers. The budgetary restraints with in which we have to operate are certainly made easier by the gifts from our friends in the community, but this kind of recognition generates appreciation which extends beyond the value of figures which follow the dollar sign!"



According to Dean Anthony James Catanese, the Wisconsin Architect Foundation monies were awarded to the following ten students:

| <b>Name</b>       | <b>Address</b>               | <b>Class</b> |
|-------------------|------------------------------|--------------|
| Jeff Kanzelberger | 2942 N. Murray               | Senior       |
| Tom Betts         | 4616 Paula, Memphis, TN      | Senior       |
| Bill Williams     | 2845 N. Pierce Street        | Senior       |
| Dave Olson        | 3204 N. Oakland Avenue       | Junior       |
| Jim Lewis         | 7061 N. Teutonia Avenue      | Senior       |
| Bill Banach       | 2327 S. 32nd Street          | Graduate     |
| Bill Starmer      | 2120 E. Locust Street        | Senior       |
| Tim Trela         | 317 Broadmoore, Munster, IN  | Graduate     |
| Clarrisa Easton   | 310 Harley Ct., Columbia, MA | Graduate     |
| Jill Haag         | 18 Lathrop, Madison, WI      | Graduate     |

Shattuck added, "tax deductible" gifts can be made to the Foundation to continue this student support. Send to Wisconsin Architect Foundation, 788 N. Jefferson Street, Milwaukee, Wisconsin 53202.

## **MEMBERSHIP ACTIONS**

The following membership actions were approved by the Executive Committee of WSA/AIA:

HARVEY E. KOEHNEN was approved for readmission to Corporate membership in the Southeast Chapter;

STEVEN F. KURKOWSKI was approved for readmission and advancement to Professional Associate membership in the Southeast Chapter;

GERHARD J. PETRI was approved for Professional Associate membership in the Northeast Chapter;

BRIAN A. SPENCER was approved for Corporate membership in the Southeast Chapter;

MICHAEL A. WEST was approved for Corporate membership in the Southwest Chapter.

## **ADVISORY BOARD ASSIGNS THEMES**

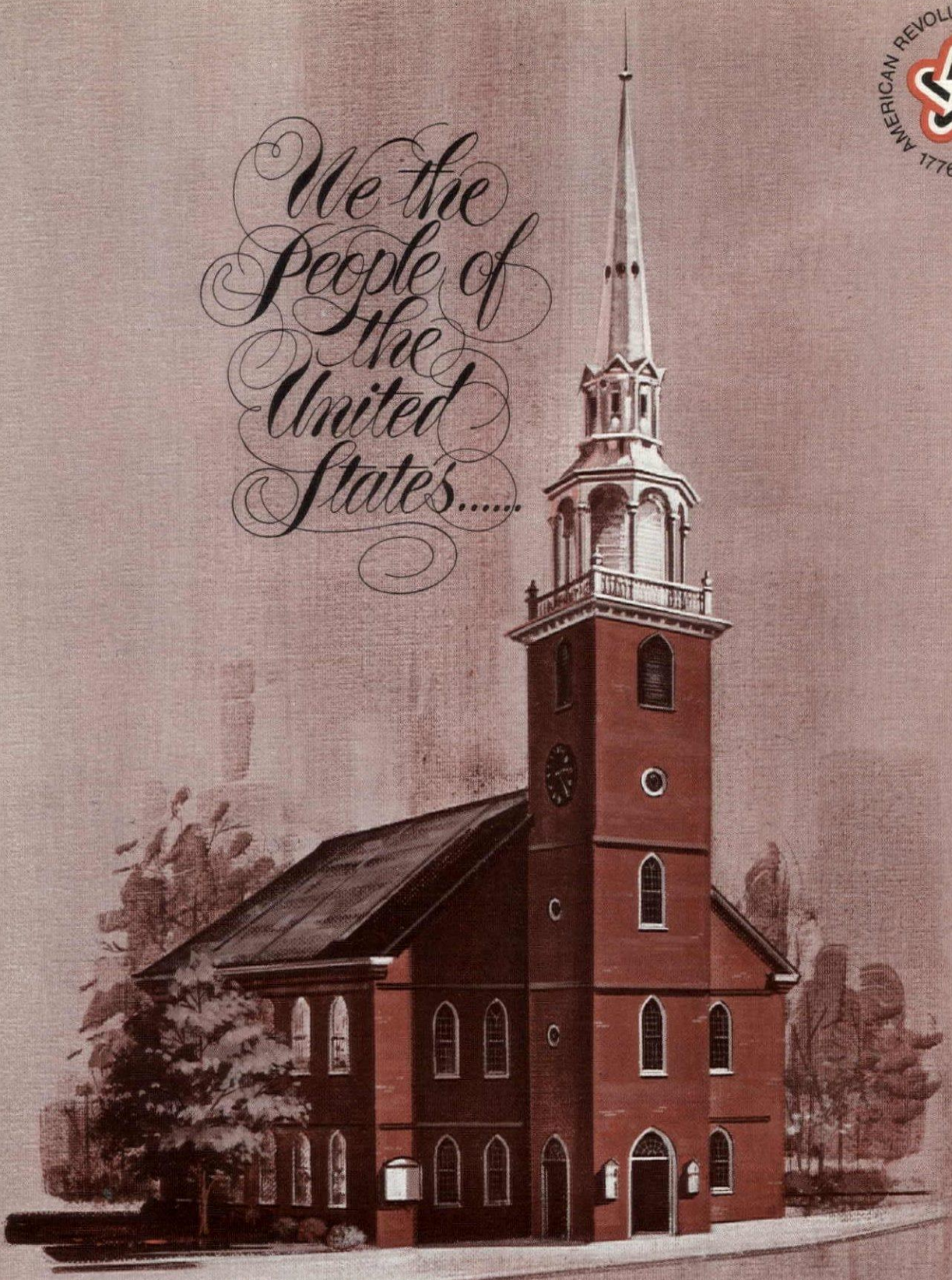
During 1977 the 12 issues of the Wisconsin Architect magazine will highlight certain themes by specific articles, pictures and ads. The themes for 1977 are: January, Roster Issue; February, Housing; March, Pre-Convention Issue; April, Religious Architecture Issue; May, Urban Environment Issue; June, Post Convention Issue; July, WSA Awards Issue; August, Energy Update Issue; September, Schools Issue; October, New Products Issue; November, Restoration and Preservation Issue; December, Legislation Issue.

The 1977 February, April and September issues will concern building types. You may want to think about your own projects and the possibility of submitting them. The Wisconsin Architect Editorial Advisory Board will be informing you of guidelines to be used as we select projects for inclusion in these issues.

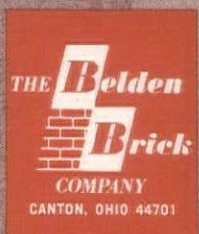




*We the  
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the  
United  
States.....*



The Old South Meeting House, built in 1729, was used as a combination church and meeting place. One such meeting adjourned to become the Boston Tea Party. The building was brick, as were most of our historic landmarks which still stand proudly. BELDEN is a manufacturer of brick, supplying the largest selection of color, texture, and size in the industry. Our story started in 1885. Your BELDEN Dealer will show you the facts, or write us at Box 910, Canton, Ohio 44701.





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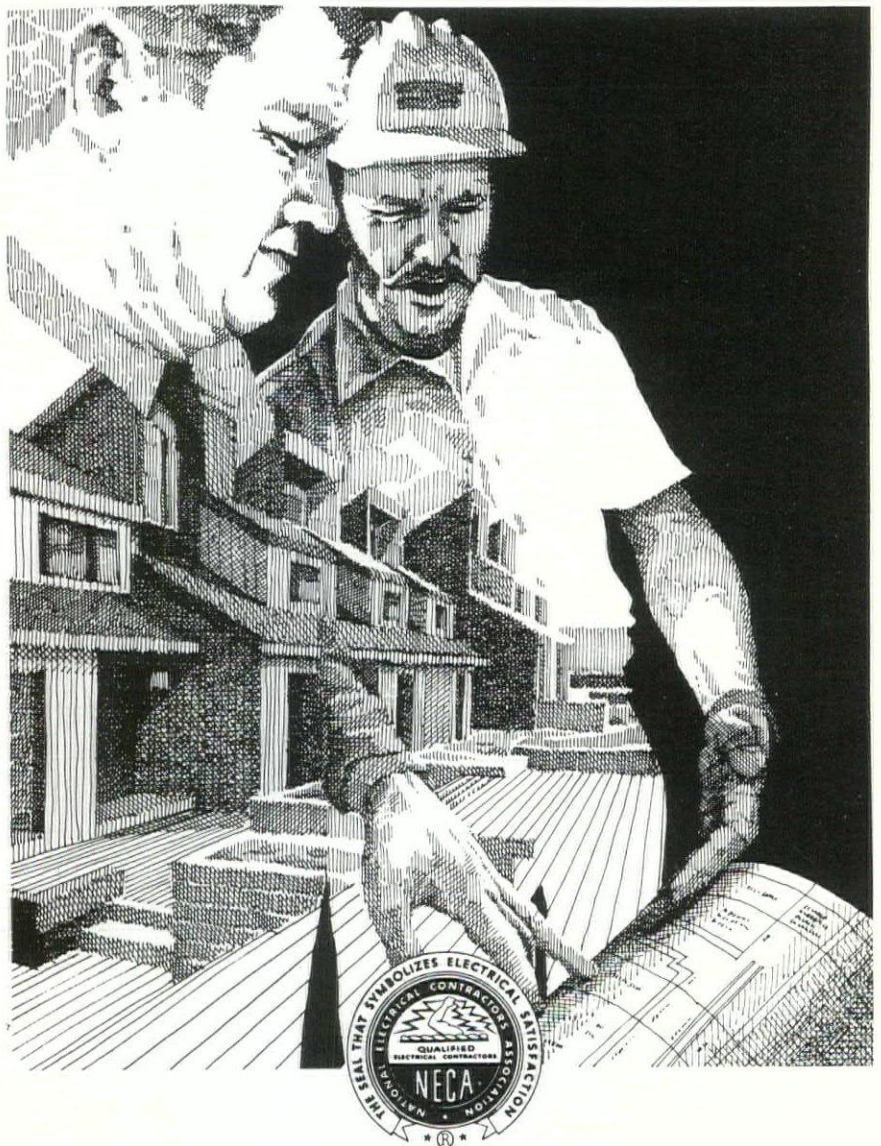
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